

Thank you all for being here tonight. I would like to make a statement about the Planned District Ordinance. It is unusual for me to comment on an issue while it is in the community process, but this is an unusual issue and I thought I might save you some additional concern and contention.

I am asking that all proposals for PDO FOR THREE STORIES AND FAR ADJUSTMENTS BE IMMEDIATELY WITHDRAWN.

ON TUESDAY, THE BIRD ROCK COMMUNITY COUNCIL PASSED THE FOLLOWING MOTION:

*BRCC recommends rejection of the Morton/Lyon proposal as it applies to Bird Rock (Subarea 4A;) instead, BRCC supports continued study of the PDO update for Bird Rock (Subarea 4A) including the use of outside consultants in a process that is community-driven, considers the Subarea as a whole, focuses on the commercial-residential interface in particular, and utilizes the principles of form based coding."*

I SUPPORT THIS APPROACH FOR BIRD ROCK AND I HOPE YOU WILL TOO. THE COMMUNITY HAS CALLED FOR AN INTEGRATED COMMUNITY PLANNING PROCESS LIKE THE ONE THE COMMUNITY USED TO CREATE ITS OWN TRAFFIC MANAGEMENT PLAN IN 2002. IN THAT CASE, MY OFFICE HIRED DAN BURDEN OF WALKABLE COMMUNITIES, INC. HE TOOK A WALKING TOUR OF THE NEIGHBORHOOD WITH COMMUNITY MEMBERS, HELD TWO OPEN WORKSHOPS, AND PRODUCED A REPORT OF WHAT THE COMMUNITY ITSELF WANTED TO DO TO MANAGE TRAFFIC. THE CITY ADOPTED THE COMMUNITY'S PLAN, AND WE HAVE FUNDED IT WITH OVER \$4 MILLION, INCLUDING \$2 MILLION WE WON AS A SMART GROWTH GRANT FROM THE FEDERAL GOVERNMENT. THE COMMUNITY'S PLAN WAS ALSO THE FOUNDATION FOR BIRD ROCK'S WILLINGNESS TO CREATE A MAINTENANCE ASSESSMENT DISTRICT TO FUND MAINTENANCE AND LANDSCAPING TO A LEVEL COMMENSURATE WITH THE QUALITY OF THIS COMMUNITY.

THE STREETScape IMPROVEMENTS AND THE FUNDING FOR MAINTENANCE WILL BRING FURTHER CHANGES. RENTS ARE BEGINNING TO RISE AND SOON DEVELOPERS WILL BEGIN TO SUBMIT PROPOSALS TO BUILD ON THE BOULEVARD. CHANGE IS COMING, AND THAT SHOULD BE GOOD. BUT WHILE WE WELCOME THE RENAISSANCE, WE HAVE TO MAKE SURE THAT WHAT IS BUILT SERVES THE COMMUNITY AND PRESERVES COMMUNITY CHARACTER. THE TIME TO LOOK AT OUR LAND USE REGULATIONS IN BIRD ROCK – DESIGN STANDARDS, ARCHITECTURE, PARKING, PROTECTIONS FOR ADJACENT BACK YARDS, CREATION OF PUBLIC SPACES -- IS NOW, BEFORE THE DEVELOPMENT, NOT AFTER.

I WILL RETAIN MICHAEL STEPNER AND HIS PARTNER HOWARD BLACKSON TO LEAD WORKSHOPS IN WHICH THE COMMUNITY – NOT THE CITY OR

PARTICULAR BUSINESS INTERESTS, BUT THE BIRD ROCK NEIGHBORHOOD -- WILL REVIEW AND POTENTIALLY REVISE THE LAND USE REGULATIONS THERE. MR. STEPNER, WHO IS THE FORMER CITY PLANNER AND CURRENTLY DEAN OF THE NEW SCHOOL OF ARCHITECTURE, HAS DONE SIMILAR PROJECTS ELSEWHERE. FOR INSTANCE, HE HAS BEEN HIRED BY RESIDENTS IN GOLDEN HILL AND CHULA VISTA TO DEVELOP SPECIFIC PLANS THAT MEET THOSE NEIGHBORHOOD'S NEEDS. HE RECENTLY COMPLETED THE CEDROS DESIGN DISTRICT IN SOLANA BEACH. I HAVE GIVEN MIKE NO INSTRUCTION OTHER THAN TO LISTEN TO THE COMMUNITY, IDENTIFY THE CHALLENGES AND SOLVE THE PROBLEMS. HE ESTIMATES THAT THE PROCESS WILL TAKE FROM THREE TO SIX MONTHS. I FULLY EXPECT THAT I, AND ALL OF LA JOLLA, WILL SUPPORT WHATEVER THE BIRD ROCK COMMUNITY RECOMMENDS THROUGH THIS PROCESS.

MR. STEPNER HAS A GREAT BACKGROUND IN PLANNING, BUT NO FINANCIAL INTEREST IN LA JOLLA DEVELOPMENT. BY THIS I MEAN NO CRITICISM OF THE PROPONENTS OF THE THREE STORY AND FAR CHANGES, IN PARTICULAR MR. LYON OR MR. MORTON, WHO HAVE DONATED MUCH OF THEIR TIME AND EXPERTISE TO OUR COMMUNITY. HOWEVER, NOBODY INVOLVED IN THE LA JOLLA DEVELOPMENT ECONOMY, NO MATTER HOW WELL INTENTIONED, CAN LEAD A REVIEW OF OUR DEVELOPMENT RESTRICTIONS. THE COMMUNITY WILL ONLY TRUST A PROCESS LED BY THOSE WITHOUT FINANCIAL INTERESTS.

OUTSIDE OF BIRD ROCK, I ALSO BELIEVE WE SHOULD DISPENSE WITH THE SWEEPING PROPOSALS FOR THREE STORIES AND FAR ADJUSTMENTS. THE COMMUNITY HAS ALREADY AGREED ON A NUMBER OF CLARIFICATIONS AND MORE MINOR AMENDMENTS, AND I WILL ASK THE MAYOR TO CONTINUE TO PROCESS THESE AND TO BRING THEM TO THE CITY COUNCIL WITHOUT REGARD TO THE BIRD ROCK SCHEDULE.

AS VOLUNTEERS, RESIDENTS AND REPRESENTATIVES, OUR GOAL AND OUR MISSION IS TO PROTECT THE CHARM, FEEL AND CHARACTER OF LA JOLLA. WE CAN'T PRETEND THAT CHANGE WILL NOT HAPPEN. WE CAN UNDERSTAND THE FORCES THAT BRING CHANGE AND WE CAN FIGURE OUT HOW TO MANAGE THAT CHANGE, AND THAT'S WHAT WE WILL DO IN THE COMING MONTHS, IN A PROCESS SUPPORTED BY THE CITY, BUT LED BY OUR OWN NEIGHBORS.